REMARKS

Applicants appreciate the Examiner's review of the present claims and respectfully request reconsideration based on the following remarks. Claims 1-12 are pending in the present application.

Rejections under 35 U.S.C. 103(a)

The Examiner has rejected claims 1-7 and 9-10 under 35 U.S.C. 103(a) as being anticipated by U.S. Patent No. 5,634,849 to Abecassis in view of U.S. Patent No. 6,343,287 to Kumar et al. Applicants traverse this rejection.

The Examiner states that Abecassis discloses "creating at least one default message of a personalized message" at Col. 9 line 16 through Col. 10 line 3. Applicants respectfully point out that the claim language recites "creating at least one default message **example** of a personalized message", Claim 1 line 5 and Claim 9 lines 5-6 generally, and Claim 12 line 5 generally. Applicants note that Abecassis at Col. 9 line 16 through Col. 10 line 3 does not disclose this recitation. Instead, Abecassis at this section discloses arranging a conventional motion picture program so that the segments are a unique sequential arrangement of frames. Then Abecassis discloses the option of editing out explicit scenes of violence (such as bloodshed), and further, the possibility of providing parallel or transitional segments. Applicants assert that this description does not disclose the feature of "creating at least one default message example of a personalized message".

The Examiner states that Abecassis discloses "using said entity profile template for generation of target entities profiles and status" at Col. 3 lines 48-55 and Col. 5 lines 24-45. Applicants disagree. Abecassis at Col. 3 lines 48-55 and Col. 5 lines 24-45 do not disclose this feature. At Col. 3 lines 48-55 Abecassis provides only an introduction to "seamless transmission of non-sequential video segments". At Col 5 lines 24-45 Abecassis discloses "a variety of reading architectures that produce a seamless reading of sequential and non-sequential segments of a variable content program from a single video source." Applicants assert that Abecassis does not disclose this feature of the present invention as recited.

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The Examiner states that Abecassis discloses the feature of "constructing a message resource library" at Col. 11 line 10 through Col. 13 line 59; and Col. 19 line 54 through Col. 20 line 47. Applicants assert that Abecassis does not disclose this feature in these extremely large sections (over two full pages of text) referred to. Abecassis at Col. 11 line 10 through Col. 13 line 59 describes a random access video technology (RAViT) system with fiber optic and laser disc access. Abecassis at Col. 19 line 54 through Col. 20 line 47 describes a video provider system with functional equivalents to the RAViT system previously described. Applicants respectfully request the Examiner to provide detailed language and concise references showing how Abecassis discloses these features of the present invention, or withdraw the rejection.

The Examiner states that Kumar discloses "…defining profiles for plurality of users and establishing a descriptive data for use in database searches to acquire a list of entities to which a personalized message will be distributed, and creating an entity profile template including a substantially complete definition of information about each of said entities", in the Abstract and at Col. 11 line 39 through Col. 15 line 57. Again, an extremely large section (over two full pages of the specification) is referenced to support this assertion. Nonetheless, Applicants respectfully disagree and assert that Kumar does not disclose the features of the present invention. Kumar discloses a data link that allows one service to connect to a plurality of external data stores. See the Abstract. The data link includes plug-in adapters to allow configuration of the link to various networked types of data stores. The data link is responsible for interfacing with various numbers and types of data stores, including providing key/value attribute pairs (what Kumar defines as "profiles", see Col. 14 lines 27-34). This has nothing to do with the present invention. There is no description of "creating an entity profile template including a substantially complete definition of information about each of said entities that is to be acquired by said database search".

Accordingly, neither Abecassis nor Kumar separately or combined disclose each and every feature of the independent Claims 1, 9 or 12. Applicants respectfully request the Examiner with withdraw this rejection under 35 U.S.C. § 103 and allow all claims.
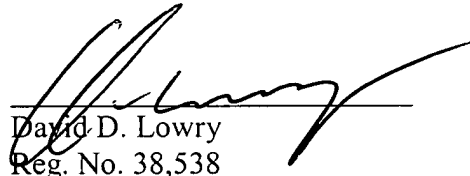
The Examiner has rejected claims 8, 11 and 12 under 35 U.S.C. § 103 based on Abecassis, Kumar and also on Gerace (U.S. 5,991,735). Applicants traverse this rejection. These claims depend from independent claims that are allowable, and therefore these claims are allowable also.

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such action is hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, he is kindly requested to contact the undersigned at the telephone number listed below.

In the event any extensions of time for responding are required for the pending application(s), please treat this paper as a petition to extend the time as required and charge Deposit Account No. 50-0369 for the required fee

Respectfully submitted,

4/30/03

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